

## Message Text

UNCLASSIFIED

PAGE 01 MUNICH 01076 151711Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----160543Z 093102 /22

R 151430Z APR 77  
FM AMCONSUL MUNICH  
TO AMEMBASSY BONN  
AMEMBASSY BERN  
AMEMBASSY VIENNA  
USMISSION USBERLIN  
AMCONSUL BREMEN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL HAMBURG  
AMCONSUL STUTTGART  
AMCONSUL ZURICH  
INFO SECSTATE WASHDC 8334  
USDOC WASHDC

UNCLAS MUNICH 1076

USDOC PASS TO USTS

E.O. 11652: N/A  
TAGSC BEXP, GW  
SUBJ: FOREIGN BUYER PROGRAM: NATIONAL SPORTING GOODS ASSOCIATION  
SHOW, HOUSTON, JANUARY 26-29, 1978.

REF: BONN 05895

1. AFTER EXTENSIVE DISCUSSION WITH HAPAG-LLOYD (HL), PAN AMERICAN, AND AMERICAN EXPRESS, MUNICH HAS DECIDED TO USE COMBINATION OF AMERICAN EXPRESS/PAN AM AS TRAVEL AGENT/AIRLINE FOR THIS EVENT. COSTS WILL BE SLIGHTLY LESS THAN THOSE PROPOSED BY HL, WILL INCLUDE A 7 DAY GIT FARE TO FRANKFURT/HOUSTON/MIAMI/FRANKFURT, HOTELS, TRANSFERS, ETC. EASE OF COORDINATION BETWEEN MUNICH'S AMEX OFFICE AND AMEX OFFICES IN ALL GERMAN  
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CITIES, PLUS ADDED CONVENIENCE OF COORDINATION POSSIBILITIES WITH SWISS AND AUSTRIAN OFFICES OF AMEX WEIGHED HEAVILY ON OUR DECISION. AMEX BERN IS ALREADY "ON BOARD."

2. GAME PLAN WILL BE FORWARDED TO BONN BY TELEX FOR APPROVAL BY COB WEDNESDAY, APRIL 20, AND WILL INCLUDE QUANTIFIED GOALS WHERE APPLICABLE.

3. FOR FRANKFURT: PLEASE PASS COPY OF THIS TO USTS AND ASK  
THEM TO CONTACT US IN MUNICH. FOR USTS INFO, AMEX CONTACT IS  
MR. ERNST SCHOEFER, PROMENADEPLATZ 3, TEL. (089) 22 81 66.  
BETTS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition History:** n/a  
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**Executive Order:** N/A  
**Errors:** N/A  
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**Subject:** FOREIGN BUYER PROGRAM: NATIONAL SPORTING GOODS ASSOCIATION SHOW, HOUSTON, JANUARY 26-29, 1978.  
**TAGS:** BEXP, US, GE  
**To:** BONN BERN  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/aae898a4-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
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